



Emerging Markets Program

The Emerging Markets Program (EMP) is a market access program that provides funding for technical assistance activities intended to promote exports of U.S. agricultural commodities and products to emerging markets in all geographic regions, consistent with U.S. foreign policy. The program is authorized by the Food, Agriculture, Conservation, and Trade Act of 1990, as amended. The EMP regulations appear at 7 CFR part 1486. Funding is set at \$10 million each fiscal year from the Commodity Credit Corporation from now through the end of the current Farm Bill.

The EMP is a generic program. Its resources may be used to support exports of U.S. agricultural commodities and products only through generic activities. Projects that endorse or promote branded products are not eligible for the Program.

Funding is provided through three channels: (1) the Central Fund, the principle means of funding, made available through a public announcement; (2) the Technical Issues Resolution Fund (TIRF), to address technical barriers to those issues that are time sensitive and are strategic areas of longer term interest; and (3) the Quick Response Marketing Fund (QRMF), to assist with short-term time-sensitive marketing opportunities.

What is an Emerging Market? The legislation defines an emerging market as any country that "is taking steps toward a market-oriented economy through the food, agriculture, or rural business sectors of the economy of the country," and "has the potential to provide a viable and significant market for United States commodities or products of United States agricultural commodities."

There is no fixed list of "emerging market" countries. Because funds are limited and the range of emerging markets is worldwide, the Program uses certain administrative criteria, in addition to the legal definition above, to determine whether a country is considered an emerging market:

- 1) Per capita income of less than \$12,195, the current ceiling on upper middle income economies as determined by the World Bank.
- 2) Population greater than 1 million (may encompass regional groupings, such as the islands of the Caribbean Basin).

Guidance on qualified emerging markets is provided each year in the Program's application announcement.

Program Priorities: The principal purpose of the program is to assist U.S. organizations, public and private, to improve market access by developing, maintaining, or enhancing U.S. exports to low- and middle-income countries which have or are developing market-oriented economies, and which can be viable markets for these products. The underlying premise is that emerging agricultural markets have distinctive characteristics that benefit from U.S. governmental assistance before the private sector moves to

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develop these markets through normal trade promotional activities. All agricultural commodities except tobacco are eligible for consideration.

Cost-share, the funding U.S. private organizations are willing to commit from their own resources to seek export business in an emerging market, is one of the requirements needed in an application in order to qualify for funding assistance under the EMP. Justification for federal funding is also required.

Types of Projects and Activities: Funding is on a project-by-project basis. Many types of technical assistance activities that promote markets for U.S. agricultural products may be eligible for funding. Examples include feasibility studies, market research, sectorial assessments, orientation visits, specialized training, and business workshops. The program is not intended for projects targeted at end-user consumers. Ineligible activities include in-store promotions; restaurant promotions; branded product promotions (including labeling and supplementing normal company sales activities designed to increase awareness and stimulate sales of branded products); equipment purchases; costs of new product development; administrative and operational expenses for trade shows; advertising; preparation and printing of brochures, flyers, posters, etc., except in connection with specific technical assistance activities, such as training seminars; and design and development of Internet Web sites.

The program complements other FAS marketing programs. Once a market access issue has been addressed by the EMP, further market development activities may be considered under other FAS programs.

Eligible Organizations: Any U. S. agricultural or agribusiness organization, university, state department of agriculture, or USDA agency (or other federal agency involved in agricultural issues) is eligible to participate in the EMP. Preference will be given to proposals indicating significant support and involvement by private industry. Proposals will be considered from research and consulting organizations only as long as they can demonstrate evidence of substantial participation by U.S. industry. For-profit entities are also eligible, but may not use program funds to conduct private business, promote private self-interests, supplement the costs of normal sales activities, or promote their own products or services beyond specific uses approved for a given project. USDA market development cooperators may seek funding to address priority, market-specific issues or to undertake activities not already serviced by or unsuitable for funding under other FAS marketing programs, such as the Foreign Market Development Program and Market Access Program.

The opportunities for applying to the EMP during the annual open solicitation periods are announced in the *Federal Register* and on the FAS Web site.

Advisory Committee on Emerging Markets: A private sector advisory committee provides information and advice to help USDA develop strategies for providing technical assistance and enhancing markets for U.S. agricultural products in developing markets. More specifically, Committee members review, from a non-governmental perspective, certain qualified proposals submitted for EMP funding assistance. The Secretary of Agriculture appoints members to the Committee for 2-year terms.

More Information: Further details on the EMP, including the funding options under the program (the Central Fund, the Technical Issues Resolution Fund, and the Quick Response Marketing Fund), additional qualification requirements, the application and proposal review process, and administrative policies and procedures are contained in the Program Regulations, on the FAS Internet site below. For additional information, contact the USDA-FAS Program Operations Division, Grant Programs Branch, Phone: (202) 720-4327, Fax: (202) 720-9361, Email: podadmin@fas.usda.gov, Internet: <http://www.fas.usda.gov/mos/em-markets/em-markets.asp>

Fiscal Year 2010 Emerging Markets Program Allocations

Market	Activity Title	Amount
Bangladesh	Cotton USA Technical Assistance Initiative in Bangladesh for the Cotton Council International	\$200,000
Brazil	Brazil Craft Beer School Seminars for the Brewers Association	\$30,000
Brazil	Market Feasibility Study of Brazil for the Alaska Seafood Marketing Institute	\$15,041
China	Food Consumption in China's Second-Tier Cities: The New Frontier for U.S. Agricultural Export Opportunities for the University of Florida	\$468,600
China	Exporting U.S. Dairy Genetics to China for Cooperative Resources International	\$277,632
China	Hotel, Restaurant, and Institutional Sector Development for USDA/Foreign Agricultural Service/Chengdu	\$212,000
China	Distributor Development Program for Emerging City Markets for USDA/Foreign Agricultural Service	\$183,000
China	Global Food Safety Forum: China Exchange for the GIC Group	\$174,431
China	Phase Three of the China Moon Cake Project for the California Agricultural Export Council	\$120,000
China	Fresh Produce in China: Identifying Logistic Constraints and Consumer Trends for SIAM Professionals, LLC	\$101,011
China	Turkey Market Development in China - Expanding Demand for U.S. Turkey in China by Increasing its Use in Local Cuisine for the Minnesota Department of Agriculture	\$90,000
China	China Familiarization Tour of Organic Farms, Retail, and Processors for the Organic Trade Association	\$90,000
China	China Pecan Project for the Georgia Pecan Growers Association	\$70,800
China	Implementation of Science-based Principles in Risk Management for USDA/Foreign Agricultural Service	\$52,560
China	Assessment of Exports of Hawaii Fresh and Processed Agricultural Products to China Markets Under a Memorandum of Understanding with the Chinese Ministry of Commerce, Beijing International Brand Management Center for the Hawaii Department of Agriculture	\$79,818
China	China Beer Distributors Education Program for the Brewers Association	\$35,000
China	China Food Safety Law Training for USDA/Foreign Agricultural Service	\$27,406

China	Reverse Trade Mission of Chinese Tanneries for the U.S. Hide, Skin and Leather Association	\$14,400
Egypt	Food and Drug Administration Middle East and North Africa Food Safety Workshop for Regulators for USDA/Foreign Agricultural Service	\$4,690
El Salvador	U.S. Rice Market Research for the U.S. Rice Producers Association	\$31,000
Ghana	Ghana Lake Volta Soy in Aquaculture Program for the American Soybean Association	\$96,475
Global Emerging Markets	Exploratory Market Research To Identify Opportunities and Launch Preliminary Trade Servicing, Education, and/or Promotional Activities in Emerging Markets for the U.S. Apple Export Council	\$259,000
Global Emerging Markets	Exporting Genomic-Proven U.S. Dairy Genetics, Enhancing Producer Product Knowledge, Demonstrating U.S. Genomic Sire Proofs and the New Generation of Dairy Sires for Cooperative Resources International	\$206,100
Global Emerging Markets	Global Pesticide Tolerance Initiative for U.S. Specialty Crops: Technical and Policy Guidance to Emerging Markets for USDA/Foreign Agricultural Service	\$196,770
Global Emerging Markets	Technical Support for U.S. Seed Potato Exports, Introduction of Cut Seeds to Foreign Markets for the National Potato Promotion Board	\$195,000
Global Emerging Markets	Foreign Country Audits of U.S. Red Meat Facilities for the U.S. Meat Export Federation	\$184,400
Global Emerging Markets	Worldwide Market Development for the Northwest Wine Promotion Coalition	\$60,000
Global Emerging Markets	Access and Benefit Sharing for Genetic Resources Used in U.S. Food and Agriculture Exports for USDA/Foreign Agricultural Service	\$55,566
Global Emerging Markets	Translations of Foreign World Trade Organization Sanitary and Phytosanitary and Technical Barriers to Trade Notifications for USDA/Foreign Agricultural Service	\$52,000
Global Emerging Markets	Advancing U.S. Positions on Pesticide Regulatory Standards for USDA/Foreign Agricultural Service	\$9,880
Guatemala	U.S. Rice Market Research for the U.S. Rice Producers Association	\$31,000
India	India Food Safety Seminars for USDA/Foreign Agricultural Service	\$89,175
India	Reverse Trade Mission for Retailers and Wholesalers from India for the Produce Marketing Association	\$75,438
India	India Export Market Opportunity Assessment and Familiarization Tour for the Organic Trade Association	\$75,000

India	India Retail Education Activities Reverse Mission Retail Training Seminars for the Pear Bureau Northwest	\$60,000
India	India Pecan Project for the Georgia Pecan Growers Association	\$55,200
Indonesia	Indonesia-U.S. Partnership: Agricultural Technology and Investment Forum for the Texas A&M Norman Borlaug Institute	\$51,000
Indonesia	Technical Assistance for the Republic of Indonesia's National Agency for Drug and Food Control to Better Understand the U.S. System To Ensure the Safety of Processed Foods for USDA/Foreign Agricultural Service	\$41,014
Indonesia	Product Introduction, Care and Handling, and Merchandising Technique Seminars for Fresh Sweet Cherries for the Washington State Fruit Commission	\$14,000
Iraq	Trade Mission to Iraq for USDA/Foreign Agricultural Service	\$137,352
Jamaica	U.S. Technical and Regulatory Orientation for Jamaican Food Import Authorities for USDA/Foreign Agricultural Service/Dominican Republic	\$17,676
Malaysia	Agricultural Biotechnology Outreach to Malaysian Officials for USDA/Foreign Agricultural Service/Kuala Lumpur	\$130,535
Malaysia	Technical Workshop on Coated Foods Applications for the USA Dry Pea and Lentil Council	\$56,086
Mongolia	2010 Microbiology and International Residue Training Seminars for International Government Laboratory Officials for USDA/Foreign Agricultural Service/Beijing	\$21,650
Mongolia	Food Safety and Inspection Service Meat and Poultry Inspection Seminar for USDA/Foreign Agricultural Service/Beijing	\$21,650
Nigeria, Senegal, Cameroon	Increasing Access to U.S. Soy Products in Nigeria, Senegal, and Cameroon for the American Soybean Association	\$250,000
Pakistan	U.S. Soy Food Product Promotion in Pakistan for the American Soybean Association	\$152,224
Pakistan	Opening Pakistan to U.S. Dairy and Genetics for World Wide Sires, Ltd.	\$111,755
Philippines	Philippines Agricultural Biotechnology Regulatory Outreach for USDA/Foreign Agricultural Service/Manila	\$63,584
Poland	Second Phase of Market Development in Poland for California Almonds for the Almond Board of California	\$100,000
Regional: Asia-Pacific Economic Cooperation (APEC)	APEC High-Level Policy Dialogue Workshop on Approaches and Tools To Promote Investment in Agricultural Biotechnology for USDA/Foreign Agricultural Service	\$153,936

Regional: APEC	APEC Export Certification Roundtable for USDA/Foreign Agricultural Service	\$108,800
Regional: APEC	APEC High-Level Policy Dialogue on Agricultural Biotechnology for USDA/Foreign Agricultural Service	\$187,174
Regional: Caribbean Basin	Central American Microbiological Standards Program for USDA/Foreign Agricultural Service	\$142,356
Regional: Caribbean Basin	Maintaining Access for U.S. Exports to the Caribbean for USDA/Foreign Agricultural Service	\$96,270
Regional: Caribbean Basin	Caribbean Food Safety Program for USDA/Foreign Agricultural Service	\$93,300
Regional: Central America- Dominican Republic Free Trade Agreement (CAFTA-DR)	Food Safety Standard-Setting Training for Participants in CAFTA-DR for USDA/Foreign Agricultural Service	\$97,400
Regional: Latin America	Furthering Approvals of Genetically Engineered Plants Through Promotion of Data Transportability for the International Life Sciences Institute Research Foundation	\$413,785
Regional: Latin America	U.S. Outreach Effort To Influence Negotiation by Parties to the Cartagena Protocol for Biosafety for USDA/Foreign Agricultural Service	\$157,378
Regional: Latin America	Inter-American Institute for Cooperation on Agriculture Workshop for Latin America Countries on the Annex (LLP Annex) to the Codex Guideline for the Conduct of Food Safety Assessment of Foods Derived from Recombinant-DNA Plants for USDA/Foreign Agricultural Service	\$72,140
Regional: Latin America	Promotion of Consumer-Oriented Agricultural Products for Latin America through the International Supermarket Management Class for IGA International, Inc.	\$56,462
Regional: Latin America, Caribbean Basin	Western Hemisphere Codex Delegates' Colloquium for USDA/Foreign Agricultural Service	\$103,310
Regional: Latin America, Caribbean Basin	Enhancing Latin American and Caribbean Participation in Codex for USDA/Foreign Agricultural Service	\$100,000
Regional: Southeast Asia	Southeast Asia Fruit and Vegetable Consumer Trends, Preferences Research for the Washington Apple Commission	\$223,218
Regional: Southeast Asia	Increasing Understanding of U.S. and International Flavor Safety Evaluation Processes for the Flavor and Extract Manufacturers Association	\$137,850
Regional: Southeast Asia	Baking with Pea Flour in Southeast Asia for the USA Dry Pea and Lentil Council	\$63,573

Regional: Southeast Asia	Nutritional and Technical Information on Dry Beans for Southeast Asian Buyers for the U.S. Dry Bean Council	\$46,820
Regional: Southeast Asia	Second Phase of U.S. Dairy in Selected Asian Bakery Markets Project for the California Milk Advisory Board	\$37,667
Russia	Review of U.S. Poultry Slaughter and Cold Storage Facilities for the USA Poultry and Egg Export Council	\$120,000
Russia	Russia Retail Education Activities Reverse Mission Retail Training Seminars for the Pear Bureau Northwest	\$87,200
Russia	Research To Identify Opportunities and Launch Trade Servicing, Education, and Promotion in Russia for the California Prune Board	\$70,000
Russia	U.S.-Russia Bilateral Consultative Mechanism on Biotechnology Technical Exchange Meeting for USDA/Foreign Agricultural Service	\$26,342
South Africa, Mauritius, Zimbabwe, Mozambique	Southern Africa Biotechnology Outreach for South Africa, Mauritius, Zimbabwe, and Mozambique for USDA/Foreign Agricultural Service/Pretoria	\$109,265
Sri Lanka	Prospecting for U.S. Feedstuff and Soybean Sales in Sri Lanka for the Iowa Soybean Association	\$84,206
Sri Lanka	Biotechnology Training for Senior Level Sri Lankan Officials for USDA/Foreign Agricultural Service	\$5,000
Thailand	Thailand Importer Developer Program for the Southern United States Trade Association	\$185,535
Thailand	Technical Support to U.S. Frozen Potato Tariff Reduction Efforts in Thailand for the National Potato Promotion Board	\$84,235
Thailand	Restrictive Labeling Requirements for Alcoholic Beverages to Thailand for USDA/Foreign Agricultural Service	\$36,450
Turkey	Biotech Speakers for Istanbul Seminar and Public Outreach for USDA/Foreign Agricultural Service/Ankara	\$38,680
Turkey	U.S. Dairy Genetics to Turkey, Overcoming Unjustifiable Regulatory Barriers for the National Association of Animal Breeders	\$22,551
Turkey	Expanding Indiana Hardwood Exports in Turkey for the Indiana State Department of Agriculture	\$20,900
Vietnam	Vietnamese Wet Blue Buyers Team to the United States for the Leather Industries of America	\$32,450
Total Allocations		\$8,193,172

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